



City of Ridgecrest Police Department

100 W. California Ave. • Ridgecrest, CA 93555 • 760.499.5100 • fax 760.371.1674

Ronald N. Strand, Chief of Police

Press Release

DATE OF INCIDENT: APRIL 20, 2016

TYPE OF INCIDENT: DISTRACTED DRIVING ENFORCEMENT

Ridgecrest Police Department to Step Up Enforcement for Distracted Drivers

In an effort to make our roads safer, the Ridgecrest Police Department is deploying extra traffic enforcement officers on 04/20/2016 to stop distracted driving. The Ridgecrest PD is spreading the message that distracted drivers are not only a danger to themselves, but everyone else on the road.

Using an electronic device while driving is a serious safety problem. Most drivers know that texting while driving is a dangerous behavior, but many still use their cell phones and other mobile devices when they are behind the wheel, putting themselves and others at risk. Many drivers see distracted driving as risky when other drivers do it, but do not recognize how their own driving deteriorates.

In 2013, there were 3,154 people killed and an estimated 424,000 injured nationwide in crashes involving a distracted driver. That same year, 10 percent of fatal crashes were reported as distraction-affected crashes.

While anything that takes your eyes off the road, hands off the wheel, or mind off the task of driving is a hazard, there is heightened concern about the risks of texting while driving because it combines all three types of distraction – visual, manual and cognitive. In addition, most drivers aren't aware that just talking on a cell phone, hand held or hands free, can lead to "inattention blindness" as critical brain functions needed for driving are used for cell phone talking.

Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. For more information about distracted driving, please visit www.distraction.gov.

###

Prepared By: Sgt. Justin Dampier

RONALD N. STRAND - Chief of Police
Tuesday, April 19, 2016 16:30